

# AUTUMN REDUCTION SALE!

## For Women

<b>PLAIDS</b> 55c Plaids, in Green, Brown and Blue, Autumn Reduction Sale ..... 69c <b>MERCERIZED GOODS</b> 30 and 25c Mercerized Goods, in Black, White, Gray and Assorted colors ..... 19c <b>CHINA SILK</b> 65c China silk, in White, Blue, Pink and Black, Autumn Reduction Sale ..... 42c <b>STANDARD FASHION BOOK FALL 1909</b>  <small>Published by STANDARD FASHION COMPANY, New York</small> <b>PATTERNS RECEIVED EVERY MONTH.</b> Call and see them, 10 and 15 cents. At the <b>DELAND DEPARTMENT STORE</b> <b>TAFFETA SILK</b> \$1.75 and \$1.50 Taffeta Silk, 36 inches wide, at ..... \$1.24 \$1.50 and \$1.25 Taffeta Silk (one piece Gray and one Red) to close out ..... 69c <b>BROADCLOTH</b> \$1.50 Broadcloth, Big Autumn Reduction Sale, per yard ..... 98c \$1.00 Broadcloth, per yard ..... 69c (Gray, Brown and Black) <b>LACE CURTAINS</b> \$1.75 and \$1.50 Lace Curtains, Big Autumn Reduction Sale ..... 98c \$2.00 and 2.50 Lace Curtains ..... \$1.48 \$3.00 Lace Curtains ..... 1.98 <b>GINGHAMS</b> 12 1/2 Gingham, Autumn Reduction Sale ..... 8c 10c Gingham ..... 8c 6 and 7c Gingham ..... 4 1/2 Fine Assortment—All Colors and Checks. <b>LADIES SHOES</b> \$2.00 and \$1.75 Ladies' Low Quarter and High shoes, Autumn Reduction Sale ..... \$1.24 \$3.50 and \$3.00 Ladies' Patent Leather and Tan Shoes ..... \$1.98 \$4.00 Ladies' Patent Leather and Tan Shoes, with ankle straps ..... \$2.69 <b>LADIES' SILK SHAWLS</b> \$2.00 and \$2.25 Ladies' Silk Shawls, Autumn price sale ..... \$1.48 \$3.00 Ladies' Silk Shawls ..... \$1.69 These are sold below cost to close out. <b>LADIES' PARASOLS</b> \$3.50 Imitation Silk Parasols, in Brown and Blue, Autumn Reduction Sale ..... \$1.48 <b>LADIES' COATS</b> \$5.00 Ladies' Woolen Coats, for winter wear, Autumn Reduction Sale ..... \$3.48 \$6.50 and 7.00 Ladies' Woolen Coats, sale price ..... \$4.98 \$8.00 and \$9.00 Ladies' Coats ..... \$6.48 \$12.00 and \$13.00 Ladies' Coats ..... \$8.48 \$15.00 and \$18.50 Ladies' Coats ..... \$12.48 <b>BED SPREADS</b> \$1.50 White Bed Spreads, Autumn Reduction Sale ..... 98c \$2.00 and \$1.75 White Bed Spreads ..... \$1.24 <b>SHEETINGS</b> 50c Ready Made Sheetings ..... 42c 75c Ready Made Sheetings ..... 60c \$1.00 Ready Made Sheetings ..... 87c <b>LADIES' WHITE SHIRT WAISTS</b> 50c Ladies' White shirt waists, Autumn Reduction sale, only ..... 39c \$1.00 Ladies' White shirt waists ..... 69c \$1.50 Ladies' White shirt waists ..... 98c \$2.00 Ladies' White shirt waists ..... \$1.48 \$3.00 Ladies' China Silk shirt waists ..... \$2.24 \$2.50 Ladies' Net shirt waists ..... \$1.98 \$3.50 Ladies' Net shirt waists ..... \$2.48 \$5.00 Ladies' Net shirt waists ..... \$3.48 And many others to close out cheap. <b>SILK BRILLIANTINE</b> \$1.00 Silk Brilliantine, Autumn Reduction Sale, per yard ..... 75c 75c Silk Brilliantine, per yard ..... 42c (Gray, Black Blue and Brown) <b>COTTON BATTEN</b> We have on hand a large stock of Cotton Batten which will be sold at a very low price to close out. <b>BOY'S PANTS</b> 35c and 25c Boys' Pants, sizes 4 to 9, Autumn Sale Price ..... \$1.98 75, 60 and 50c Boys' Pants, assorted sizes and colors ..... 39c \$1.00 Boys' Pants ..... 69c <b>CHILDREN'S COATS</b> Just received, a fine assortment of Children's Heavy Winter Coats. Bring the children and let us fit them. <b>SUIT CASES</b> \$2.25 Imitation Leather Dress Suit Cases, Big Autumn Reduction Sale ..... \$1.48 \$3.50 Solid Leather Dress Suit cases, this sale ..... \$2.24 \$4.50 and \$5.00 Solid Leather Dress Suit cases, this sale ..... \$3.48 \$7.00 and 6.50 Extra Fine Solid Leather Dress suit cases ..... \$4.48 Get one and travel <b>TRUNKS</b> If you are looking for a Bargain, here's your chance. We are going to close out this line at any old price. The season's short, but the crop is of a mighty fine sort.	<b>Dry Goods, Clothing, Shoes</b> <b>Gents Furnishings</b> <b>Jewelry, Trunks, Suit Cases</b> <b>NOTIONS, ETC., ETC.</b> <b>BEGINNING</b> <h2>Saturday</h2> <b>October 2, 1909</b> <b>15 Days—Lasting—15 Days</b> <div> <div>No such opportunity to save Real Money ever before given to the people of DeLand and Vicinity.</div> <div>These Goods MUST GO. We Must have room for the Big Stock now on the road and expected daily:</div> </div> <div> <div>WE PAY RAILROAD FARE 30 miles on Purchases of \$30.00 Half Fare on \$15.00</div> </div> <p>Be one of the first to get the Free Trade Certificate which we will Give Away to the First Ten Customers who spend \$10.00 or more with us. These Certificates are worth \$1.00 in Trade at our Big Reduction Sale.</p> <p>Remember that every article in our Store will be placed on Sale and Must Be Sold. Come and Get Some of these Rare Bargains at the Big Autumn Reduction Sale</p> <p>Look for the Red Sign Marsh Building Boulevard, DeLand</p>
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BIG SALE OF

Dry Goods, Clothing, Shoes  
Gents Furnishings  
Jewelry, Trunks, Suit Cases  
NOTIONS, ETC., ETC.

BEGINNING

## Saturday

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Remember that every article in our Store will be placed on Sale and Must Be Sold. Come and Get Some of these Rare Bargains at the Big Autumn Reduction Sale

Look for the Red Sign Marsh Building Boulevard, DeLand

## For Men

<b>MEN'S BELTS</b> 35c Men's Belts, Autumn Reduction sale ..... 22c 75, 65 and 50c Men's Belts, Autumn Reduction Sale ..... 42c <b>MEN'S SOCKS</b> All Fast Colors 10c Socks, Autumn Reduction Sale ..... 8c 15c Socks, Autumn Reduction Sale ..... 11 1/2 25c Socks, Autumn Reduction Sale ..... 22c 75 and 50c Socks, Autumn Reduction Sale ..... 39c <b>MEN'S SHIRTS</b> 75 65 and 50c Men's Dress shirts, Autumn Reduction Sale ..... 38c \$1.25 and \$1.00 shirts ..... 84c \$2.00 Shirts, soft collars ..... \$1.24 <b>MEN'S HIGH SHOES</b> \$3.50 and \$3.00 Patent Leather and Vici Kid, Autumn Reduction Sale ..... \$2.24 \$4.50 and \$4.00 Patent Leather Vici Kid and Gun Metal Shoes ..... \$2.98 \$5.00 Patent Leather and Vici Kid ..... \$3.48 <b>LOW QUARTER SHOES</b> \$3.00 and \$2.75 Patent Leather and Tan Low Quarter shoes, Autumn Reduction Sale ..... \$2.24 \$4.00 and \$4.50 Patent Leather Tan and Ox-Blood Low Quarters ..... \$2.98 \$6.00 Dorsch Low Quarters, in Tan, Patent Leather and Vici Kid ..... \$4.24 <b>MEN'S JUMPERS</b> \$1.50 and \$1.00 Men's Jumpers, Autumn Reduction Sale ..... 84c 75c White Canvas Jumpers ..... 44c We are closing out this line—they'll sell <b>MEN'S DRAWERS</b> 75c Mens Elastic Seam drawers, Autumn Reduction Sale ..... 43c 50c Drawers ..... 39c <b>MEN'S NECKWEAR</b> 50, 35 and 25 cent Neckties, Autumn Sale Price ..... 22c <b>MEN'S HATS</b> \$1.50 Fine Felt Hats, Autumn Reduction Sale ..... 98c \$2.50 Value, now going at ..... \$1.48 \$3.00 Value, in colors ..... \$1.98 \$3.50 Value, in colors ..... \$2.48 \$5.00 John B. Stetson Hat ..... \$3.39 We carry a full line of Straw Hats, which will be closed out at ridiculous prices. We subtract from profit to multiply on sales. Conclusion, You profit. Get your money's worth, or get back your money. <b>MEN'S OVERALLS</b> \$1.25 Men's Overalls, first class, Union made, Autumn Reduction Sale ..... 98c \$1.00 Overalls ..... 69c Big lot and all Must Go.	<b>MEN'S PANTS</b> \$1.50 Pair at this sale for ..... 95c \$2.00 Pair at this sale for ..... \$1.24 \$3.50 Pair at this sale for ..... \$1.98 \$5.00 Pair at this sale for ..... \$3.24 \$6.50 Pair at this sale for ..... \$3.48 \$7.00 \$7.50 and 8.00 Pants ..... \$5.50 <b>MENS SUITS</b> \$13.50 Men's suits, Autumn Reduction sale ..... \$8.48 \$16.50 Men's suits ..... \$9.74 \$18.50 Men's suits ..... \$9.78 \$20.00 and \$22.00 Men's suits ..... \$11.50 \$25.00 and 30.00 Men's suits ..... \$15.48 Everything in this department is new and in the latest style—a very fine line. It's a shame to sacrifice this stock, but we need the room. <b>MEN'S WATCHES</b> \$20.00 Gold filled Watches, 20 year case, Normal Movement, Autumn Sale Price ..... \$12.50 \$12.00 and \$15.00 Watches ..... \$7.48 \$8.00 and \$10.00 plated Watches, Elgin and Waltham Movements, 7 jewels, Bargain at \$3.48 Don't miss this opportunity of having a good time.  <b>TO DRESS CORRECTLY</b> Two Things are Essential Good Tailoring and Good Taste Our last enquiring always is "Are you satisfied?" <small>NEWS PUB. CO., PRINTERS, DELAND</small>
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# DELAND DEPARTMENT STORE

THE STORE WILL BE CLOSED FRIDAY TO MARK DOWN GOODS AND PREPARE FOR THE RUSH

F. M. NASH, Prop. DeLand, Fla.

REMEMBER THE DAY AND DATE  
8:00 A.M. SATURDAY  
OCTOBER 2, 1909